GOVERNMENT OF INDIA
DRINKING WATER AND SANITATION
LOK SABHA

UNSTARRED QUESTION NO:3917
ANSWERED ON:10.08.2017
Awareness Drive under Drinking Water and Sanitation Schemes
Azad Shri Kirti (JHA)

Will the Minister of DRINKING WATER AND SANITATION be pleased to state:

(a) The details of various drives launched for creating mass awareness about schemes related to safe drinking water and sanitation:

(b) Whether the Government has any proposal to lay emphasis on "construction and use of toilets" in dwelling units during these drives: and

(c) If so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF DRINKING WATER & SANITATION
(SHRI RAMESH CHANDAPPA JIGAJINAGI)

(a) The government has run following awareness oriented media spots in Doordarshan, All India Radio, Private Televisions and Radios etc:

Sanitation related:

(i) 03 Media spots associating Ms.Vidya Balan during the year 2015 and 2016.
(ii) Two messages from Shri Amitabh Bachhan and Shri Sachin Tendulkar urging people to construct and use toilets in their houses and to stop open defecation.
(iii) Two Spots associating Shri Amitabh Bachhan run during the year 2016 and till May 2017.
(iv) Media spots in Digital Cinemas
(v) Nationwide outdoor publicity
(vi) Publicity through Community Radios

In addition, on the call of government, State Governments have organized Gram Sabhas during special Swachh Bharat Abhiyan (Gramin) drives on the occasion of Independency day celebrations and Gandhi Jayanti.

Government has also started Swachhta Pakhwara from April 2016 in which Central Government Ministries are actively participating and promoting Swachh Bharat Abhiyan.

Drinking Water related:

Government has run two drinking water related media spots in Doordarshan and other media vehicles. In addition, print ads on Water Conservation have also been published in nationwide newspapers.

Government is also planning to launch a campaign on Water Conservation.

(b) Yes.
(c) Government is already running a "Darwaza Band" media campaign featuring Amitabh Bachhan and another campaign featuring Ms Anushka Sharma in following media vehicles:-

(i) Doordarshan and its regional channels
(ii) All India Radio
(iii) Private TVs and Radios through DAVP
(iv) Community Radios

The themes of these media spots are construction of toilets and using it regularly.

Outdoor dissemination is also under preparation on the same campaign.

Government is also planning to launch a campaign for creating awareness among the people to adopt Twin Pit Technology while constructing toilets in their houses.